



The National Great Rivers
Research & Education Center



An Analysis of NGRREC Social Media

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Introduction

Social media is an essential part of today's increasingly digital world. Not only can it be used to communicate with those around you but it can also influence lifestyle choices, purchases, who you surround yourself with, and what companies or organizations you become involved in. At the beginning of 2022, worldwide there were over 3.96 billion social media users spanning all platforms². The typical user visits seven different social media platforms each month and spends roughly 95 minutes each day on a social media platform². This consistent use of social media is causing it to become essential to all forms of business marketing. An effective social media campaign can help an organization communicate its mission and its plans for the future. As an organization focused on the betterment of the community the National Great Rivers Research and Education Center (NGRREC) can especially benefit from targeted social media campaigns.

Social Media Starting Points

As of October 2022, NGRREC has four social media accounts, of which three are currently active. These social media accounts include Instagram, Facebook, Twitter, and though not currently in use YouTube. Each account has had varying levels of success in this past year with the most successful (solely based on followers) being Facebook with 2,090 likes and the least successful (of the active accounts) being Instagram with 439 followers.

Facebook - @National Great Rivers Research and Education Center
Instagram - @TheNGRREC
Twitter - @NGRREC
Youtube - @NGRRECOfficial

Demographics

Each social media platform has a unique audience tailored to it. While there are some general similarities in each demographic range these differences are essential to keep in mind while managing an organization's social media accounts. By tailoring content to each platform, audiences may become more engaged over time.

Anticipated vs. Actual Age Groups

Facebook	Instagram	Twitter
Typical: 25-34 (31.5%) ²	Typical: 25-34 (31.2%) ²	Typical: 25-34 (31.5%) ²
NGRREC: 35-44 (26%)	NGRREC: 35-44 (31.4%)	NGRREC: NA

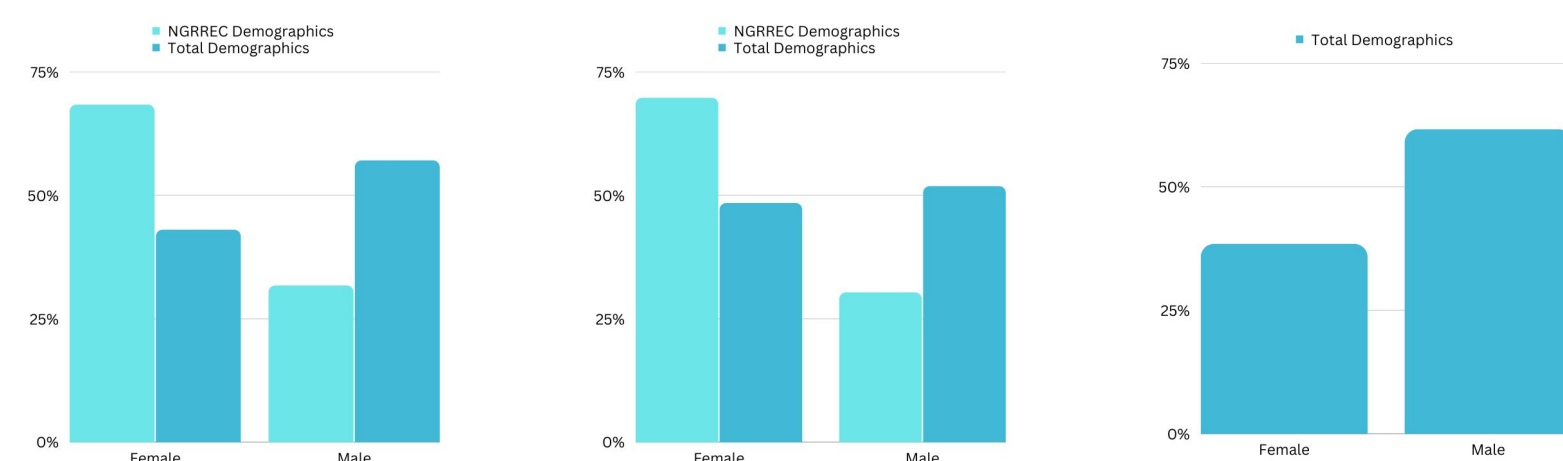
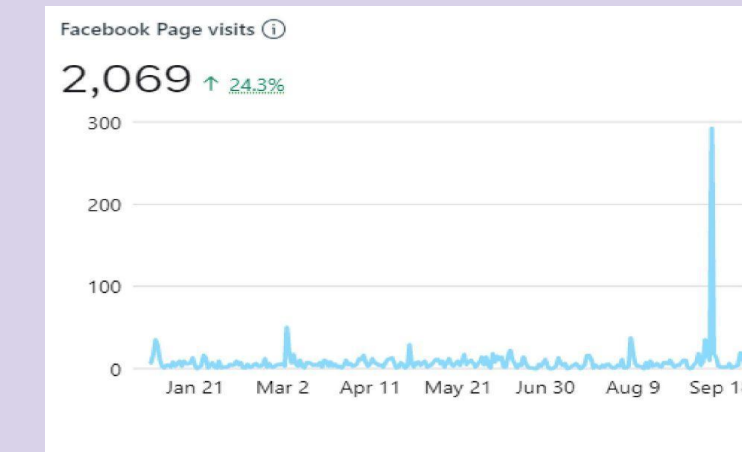


Figure 1. (Facebook) Figure 2. (Instagram) Figure 3. (Twitter) These graphs show the comparison between anticipated user gender distribution for each social media and NGRREC user gender distribution.

Facebook

Created: April 2011
Monthly Users : 2.91 billion²
Followers: 2,361
NGRREC Age Group: 35-44 [26.00%]
Reach (Since January 2022) : 90,400



Figures 4 and 5 (Meta). There is a clear jump in engagement seen after a September boosted post. The engagement has dropped off slightly since then but overall has increased, with a 24.3% increase in page visits and a 175.5% increase in reach for the year.

Based on the analytics, Facebook has been the most successful platform overall, with the most followers and interactions. Facebook also sees the most consistency concerning community interaction. The recently boosted post can be seen in the statistics proving its effectiveness. Although the most general success is seen when posting to Facebook, there is more interaction when posting content related to job postings, quick facts/river facts, and anything about animals.

Instagram

First post: March 2018
Monthly Users: 2 Billion²
Followers: 439
Following: 452
NGRREC Age Group: 35-44 31.40%
Reach (Since January 2022) : 5,690



Figures 6 and 7 (Meta). After the Paid ad Instagram saw similar trends to those on Facebook. However, it has seen considerably less engagement in total. Instagram page visits dropped by 4.4%, but the reach is up by 258.3% in comparison.

Based on Instagram reach and profile visits, Instagram has seen irregular success in posts. While it also experienced a spike in reach after the boosted post, it only saw a reach of roughly 800 users - and no significant spike in profile visits. As our newest social media, Instagram still seems to be struggling more than our other accounts.

Twitter

Created: July 2009
Monthly Users: 211 Million²
Followers: 510
Following: 258
Reach (Since July 2022) : 5,132



Figures 8 and 9. While the impressions on Twitter have gone down since July of 2022, profile visits have seen a dramatic spike in September. We also see a clear difference between each month's top post's number of impressions.

Based on Twitter impressions and profile visits, Twitter has seen variable success in 2022. Similar to both Facebook and Instagram, Twitter has seen an increase in traffic since the boosted post on Meta with roughly 1000 more profile visits in September than in August. However, it has not seen quite as drastic of an increase in impressions. Overall, it still has fewer interactions than Facebook or Instagram.

References

- Barnhart, B. (2022, April 19). *41 of the most important social media marketing statistics for 2022*. Sprout Social. Retrieved November 13, 2022, from <https://sproutsocial.com/insights/social-media-statistics/>
- Barnhart, B. (2022, October 27). *Social media demographics to inform your Brand's strategy in 2022*. Sprout Social. Retrieved November 13, 2022, from <https://sproutsocial.com/insights/new-social-media-demographics/#facebook-demographics>

Results (Strengths/Weak

Based on the reach and engagement, all social media accounts received moderate to low engagement during the year, with a few spikes about once a quarter.

Strengths

- Our audience positively receives boosted posts
- Our Brand Messaging comes across very clearly in our posts - especially our dedication to unbiased research and education about our freshwater systems
- We are doing a great job at follower retention Facebook has gained 268 likes and lost 11 since January 2022 Instagram has gained 153 since January 2022
- On most platforms, our page is the first search result for the phrases "NGRREC" and/or "National Great Rivers Research and Education Center"
- Almost every post on our Facebook page has received some sort of audience reaction.

Weaknesses

- There is an inconsistent use of hashtags
- Inconsistent usernames can make it hard to find each one of our pages
- There is no clickable link to our other pages on most platforms
- One-sided interactions with our audience
- No clear posting schedule
- Each platform lacks unique platform-specific content

Looking Forward

Based on the data collected we can determine that NGRREC's social media shows promise and is worth continuing to improve. By looking back on the social media pages and their determined strengths and weaknesses we can continue to make improvements and determine our next steps. To make NGRREC feel more connected to its audience, it can specialize each social media page to target its main demographics and encourage reactions by posting open-ended content such as polls. NGRREC can also continue to work on consistency and recognizability on social media by establishing a clear tone and brand that can be carried across all of our pages.

One of the first steps NGRREC could make to strengthen their social medias is to find a social media analytics tool to gather and organize important account data. The use of an analytics tool would allow for the communications team to stay consistently updated on the status of each social media account in addition to giving them a deeper insight into account demographics, post reactions, and overall page success.

Acknowledgements

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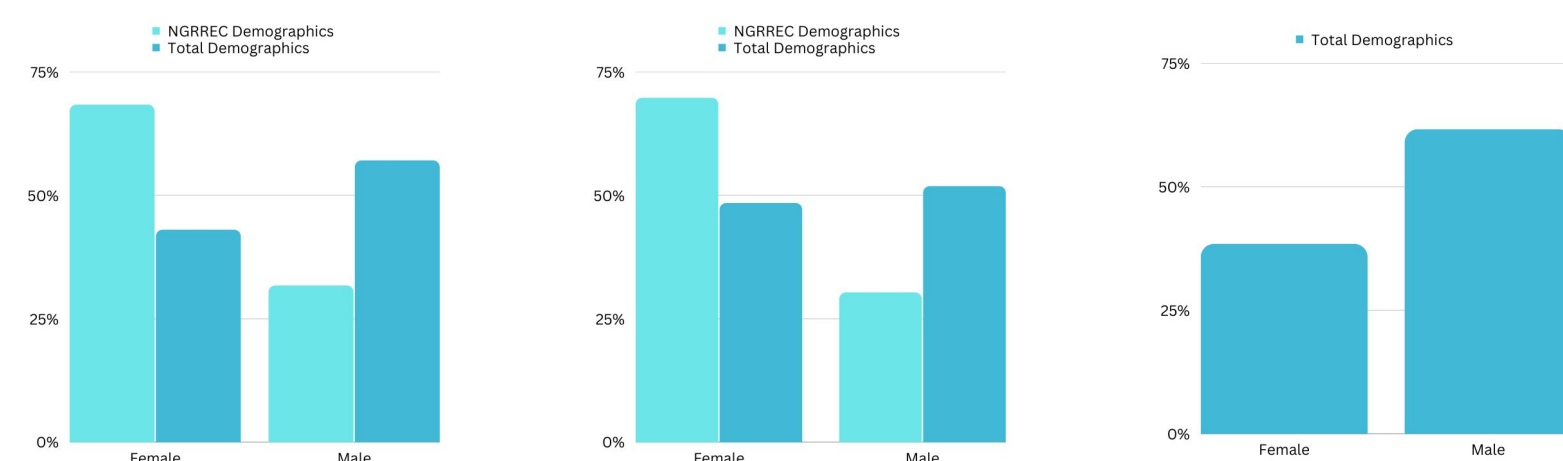
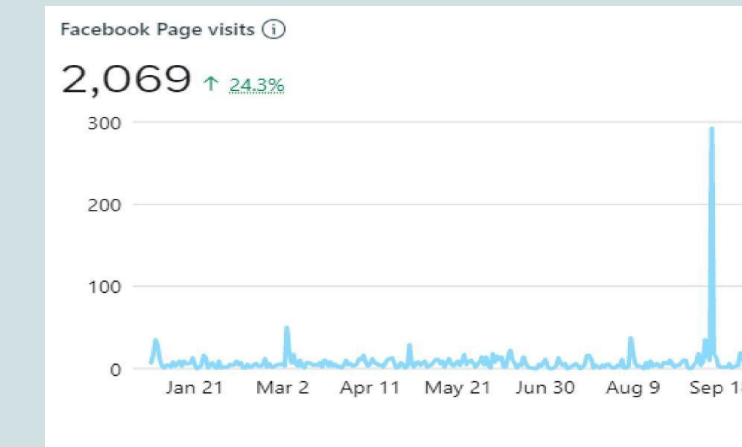


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